

ASSIGNMENT 1

Textbook Assignment: "Public Affairs Officer Management." pages 1-1 through 1-20.

- 1-1. In the successful operation of a public affairs office, which of the following is NOT an essential ingredient?
1. The authority to do the job
 2. The presence of a full-time PAO
 3. The support of the officer in command and his staff
 4. The resources to do the job
- 1-2. Which of the following documents is the primary authority in the daily management of a public affairs office?
1. CHINFOINST 5720.44
 2. SECNAVINST 3712.55R
 3. SECNAVINST 5720.44A
 4. CHINFOINST 5712.36A
- 1-3. A typical Navy staff includes how many staff divisions?
1. Five
 2. Two
 3. Three
 4. Four
- 1-4. Which of the following staff divisions is NOT a part of a typical Navy staff organization?
1. Implementation
 2. Operations and Plans
 3. Logistics
 4. Administration
- 1-5. On a Navy staff, the PAO normally serves under whom?
1. The chief of staff
 2. The assistant chief of staff for administration
 3. The officer in command, as an aide
 4. The assistant chief of staff for communications
- 1-6. What purpose best describes the function of a military organization?
1. To be victorious in battle
 2. To support the policies of the Secretary of State
 3. To improve the economy
 4. To promote good will with foreign nations
- 1-7. The primary reason for the staff to exist is to accomplish which of the following goals?
1. Saving time
 2. Carrying out the mission of the security officer
 3. Decentralizing responsibility
 4. Assisting the commander in accomplishing his mission
- 1-8. Which of the following functions are performed by all divisions of the staff?
1. Preparing and transmitting directives
 2. Developing plans
 3. Providing input and making recommendations
 4. All of the above
- 1-9. Which of the following functions is NOT performed by a public affairs staff?
1. Judging the significance of information
 2. Preparing the facts as the commander would like to see them
 3. Making sure information is reliable
 4. Providing complete information

- 1-10. Which of the following planning responsibilities is usually designed to staffs?
1. Anticipating the needs of the commander
 2. Keeping alert to the need for new plans or directives
 3. Drafting amendments to plans in force
 4. All of the above
- 1-11. A public affairs office staff can achieve maximum resource efficiency by performing which of the following functions?
1. Planning for the best use of each individual's skills
 2. Insisting on the necessity of adequate materials and time
 3. Planning in terms of the command's total resources
 4. Organizing all staff personnel into JO/PH teams
- 1-12. What factor is the most important in achieving coordination of all staff activities?
1. A cooperative officer in command
 2. Good morale in the activity
 3. An adequate plan for the activity
 4. Free exchange of information among the staff divisions
- 1-13. Which of the following statements best describes the decision-making function of staff officers?
1. In many areas, the commander delegates the responsibility for action to staff members
 2. Only the PAO, as a staff member, may make all decisions in his area of authority
 3. Whenever the commander delegates authority for staff action, his assistant may make decisions in the name of the commander
 4. *PA Regs* and *Navy Regulations* should be consulted whenever a staff member makes a significant decision
- 1-14. What staff officer approves and issues routine news releases?
1. Commander
 2. Security officer
 3. PAO
 4. Operations officer
- 1-15. When a story that may be sensitive arises which of the following procedures should you follow?
1. Wait until the commander suggests a news release and then check the facts
 2. First check the facts, next prepare a news release, and then get the commander's approval
 3. First check the facts, get the commander's approval next, and then prepare a news release
 4. First seek the commander's approval, check the facts next, and then prepare a news release
- 1-16. The bulk of the directives in a typical staff are prepared (a) by whom, and signed (b) by whom?
1. (a) A staff section
(b) the assistant chief of staff for the section
 2. (a) A staff section
(b) the officer in command
 3. (a) The assistant chiefs of staff
(b) the chief of staff
 4. (a) The chief of staff
(b) the commander
- 1-17. Concerning directives that have been issued, staff officers have which of the following responsibilities?
1. To make certain the directives are understood and followed
 2. To recommend changes to the directives when appropriate
 3. To verify reports for completeness and relevance of the data
 4. All of the above

- 1-18. The relationship between a staff and the flagship is defined in which of the following publications?
1. Navy Regulations
 2. Navy Flagship Manual
 3. PA Regs
 4. Flag Officer's Handbook
- 1-19. To discharge his duties effectively, the flagship division officer maintains close liaison with what individual?
1. Personnel officer
 2. Commanding officer
 3. Legal officer
 4. Executive officer
- 1-20. A typical public affairs office should include work space for how many reporters?
1. 7 to 10
 2. 3to8
 3. 1or2
 4. 10 to 14
- 1-21. A public affairs office would have an unlisted telephone number for which of the following reasons?
1. Because it provides communication during a major disaster when all of the telephones are in use
 2. Because it allows the PAO to hold confidential conversations
 3. Because it holds down the number of crank calls the office often receives
 4. Because it provides reporters with immediate access to the PAO
- 1-22. Of the following factors, which one is NOT a consideration in office management planning?
1. Mission
 2. Work flow
 3. Use of personnel
 4. Seniority of personnel
- 1-23. The use of identification devices for key public affairs personnel to have access to disaster scenes and restricted events must be authorized by which of the following means?
1. Memo from the PAO
 2. Command directive
 3. Memo from the legal officer
 4. Letter from the security officer
- 1-24. Making decisions with respect to goals, policies, procedures and schedules is a part of what administrative process?
1. Coordinating
 2. Organizing
 3. Planning
 4. Supervising
- 1-25. Most large public affairs offices are organized into departments (a) by what factor and (b) for what purpose?
1. (a) Personnel skills
(b) to specialize
 2. (a) Personnel skills
(b) to cross train
 3. (a) Functions
(b) to specialize
 4. (a) Functions
(b) to cross-train
- 1-26. In organizing an office by functions, you should minimize the drawbacks of overspecialization by which of the following means?
1. Doing everything yourself
 2. Being available so you can step in to take a specialist's place
 3. Increase the manning level so you have two specialism on each job
 4. Encouraging cross-training
- 1-27. Which administrative function must be considered in every part of the public affairs job?
1. Planning
 2. Coordinating
 3. Organizing
 4. Supervising

- 1-28. Which of the following factors is an important part of good coordination?
1. Proper timing
 2. Managerial experience
 3. Rating knowledge
 4. Military bearing
- 1-29. What saying best describes the principles of good office management?
1. Strict discipline is essential to success
 2. Leadership is the keystone to good supervision
 3. Familiarity with the personal needs of staff members is vital to success
 4. Work hard, play hard
- 1-30. As the manager of a public affairs office, you must maintain the same level of supervision for both experienced and inexperienced staff members.
1. True
 2. False
- 1-31. One of your J03s gives you poorly written story for external release. Which of the following actions should you take?
1. Give it to the PAO for revision
 2. Assign the story to another staff member
 3. Review the story with the J03 and have him rewrite it
 4. Rewrite the story yourself and reprimand the J03
- 1-32. Excessively criticizing a staff member's work may lead to which of the following reactions?
1. Hostility
 2. Laziness
 3. Enthusiasm
 4. Ambivalence
- 1-33. A JOSN suggests an impractical change in office procedures. You should act or respond in which of the following ways?
1. Tell him he should conduct research before making a suggestion
 2. Tell him if there are any changes to be made, you will make them and he should keep his suggestions to himself
 3. Approve the change as a means of encouraging him to suggest other changes
 4. Disapprove the suggestion, but tell him you appreciate the thought behind it
- 1-34. Evaluating the effectiveness of public affairs programs and products can be done when you perform which of the following functions?
1. Motivate
 2. Train
 3. Counsel
 4. Supervise
- 1-35. Your command fact sheet has an awkward design and outdated statistics. Which of the following methods is the most practical way to evaluate the fact sheet before settling on the changes?
1. Review it in detail with the PAO and send your recommendations to CHINFO
 2. Request the input of the C/MC, XO and CO
 3. Review it with your staff in a planning session
 4. All of the above
- 1-36. Which of the following groups is NOT a part of the five-part Navy internal audience?
1. Navy retirees and families
 2. Navy civilian contract employees and families
 3. Family members of active-duty Navy personnel
 4. Naval Reserve personnel and families

- 1-37. The Navy Internal Relations Activity (NIRA) produces which of the following products?
1. Navy Editor Service
 2. Navy News This Week
 3. Navy Talking Points
 4. Navy Public Relations Quarterly
- 1-38. Which of the following products is the Navy's equivalent of a news wire?
1. Navy Editor Service
 2. Navy News This Week
 3. Navy News Service
 4. Public Affairs Communicator
- 1-39. The Public Affairs Planning Guide is in what format?
1. Calendar
 2. Computer software
 3. Index card file
 4. Notebook
- 1-40. Navy Talking Points provides information to assist the PAO and senior journalist in administering the internal communications program of a command.
1. True
 2. False
- 1-41. The responsibility of administering and monitoring the public affairs office training program falls upon which of the following individuals?
1. Training LPO
 2. PAO
 3. Senior JO
 4. Division officer
- 1-42. Professional training topics should be selected using which of the following resources?
1. Navy enlisted classifications (NECs)
 2. BUPERS Manual
 3. DINFOS Handbook
 4. Advancement Handbook for Petty Officers (Journalist)
- 1-43. You select J02 Annish to conduct a training session on releasing information. J02 Annish should be required to show you her lesson plan at least how many days before the training session?
1. Five
 2. Two
 3. Three
 4. Four
- 1-44. The scheduling of training is best described by what statement?
1. Training is least effective when it is held on the same day each week
 2. Training is most effective when the senior JO delivers every presentation
 3. Training is least effective when members of the staff are assigned as trainers on a rotating basis
 4. Training is most effective when it is held on the same day and at the same time each week
- 1-45. Which of the following actions will keep your trainees interested in your training program?
1. Conducting training sessions more than two hours long
 2. Scheduling training sessions after working hours
 3. Holding training sessions at different locations
 4. Timing the training sessions to coincide with the training programs of other divisions

- 1-46. To avoid distractions (such as telephone calls and visitors) during a training session, you should take which of the following actions?
1. Place a large sign outside the office that reads: "Training in progress: do not disturb"
 2. Assign one of your staff members to greet visitors and answer the telephones
 3. Both 1 and 2 above
 4. Take the telephones off their hooks and do not answer the door
- 1-47. A thorough, professional training program may be administered by using which of the following resources?
1. Plan of the Day
 2. *Direction* Magazine
 3. Training Program Management. SECNAVINST 5720.44C
 4. *Public Affairs Communicator*
- 1-48. What training method is best delivered during morning quarters?
1. Thought/teaching point of the day
 2. NRTC questions
 3. Presentations by guest speakers
 4. Handouts
- 1-49. Cross-training is constantly emphasized in the JO rating to increase which of the following individual characteristics?
1. Versatility
 2. Fidelity
 3. Individuality
 4. Integrity
- 1-50. Which of the following is a benefit derived from a strict cross-training program?
1. Higher self-esteem
 2. Better working hours
 3. Broader base of experience
 4. Improved working conditions
- 1-51. As the public affairs office manager, you should rotate your staff members into new jobs at which of the following time intervals?
1. Every 2 - 6 months
 2. Every 6 - 12 months
 3. Every 12 - 18 months
 4. Every 18 - 24 months
- 1-52. A fundamental guideline in establishing credibility is having a basic knowledge of public affairs regulations.
1. True
 2. False
- 1-53. Establishing credibility encompasses having a good working knowledge of the command. Basic command information may be obtained from which of the following individuals?
1. Senior managers
 2. Mid-level managers
 3. Low- and mid-level employees
 4. Upper-level employees
- 1-54. Establishing credibility in public affairs does NOT require which of the following actions?
1. Keeping the PAO informed
 2. Arriving to work early and leaving late
 3. Getting along with others
 4. Knowing the PAO's priorities and making them yours
- 1-55. What is the first step in preparing a Navy letter?
1. Word choice
 2. Planning
 3. Paragraph Organization
 4. Writing a topic sentence

- 1-56. Why is it a good practice for you to limit a letter to one topic?
1. To keep it short
 2. To save time
 3. To avoid confusion and delay in getting replies
 4. To simplify office filing requirements
- 1-57. The proper organization of a letter is done when the writer follows what rule?
1. Keeps the reader in mind
 2. Writes only brief paragraphs
 3. Writes only brief sentences
 4. Omits transitions from one unit to another
- 1-58. What is the best practice in choosing words for your letter?
1. To avoid using the same word frequently
 2. To be precise and simple
 3. To use words that are formal and dignified
 4. To use colorful words that give variety
- 1-59. All underlined words in the following sentences are spelled correctly. In which sentence is the underlined word used correctly?
1. He was appraised of the situation
 2. The principle of the school is absent today
 3. He lives according to his principals
 4. He was apprised of the situation
- 1-60. If you have trouble in deciding the exact meaning of a word in a sentence, you should take which of the following actions?
1. Ask the senior JO in the area for his opinion
 2. Change, the sentence to avoid using the troublesome word
 3. Consult the dictionary
 4. Use the word, then check with the PAO at a later time
- 1-61. Short paragraphs are desirable in modern letter writing for which of the following reasons?
1. Readability
 2. Aesthetic Acceptabilit
 3. Reliability
 4. Conformity
- 1-62. Which of the following sentences may serve as a topic sentence?
1. Did you secure the safe?
 2. War is expensive.
 3. Later we found them in the galley.
 4. It started to snow the next day.
- 1-63. Where is the topic sentence placed in the paragraph?
1. Usually at the beginning as an introductory sentence
 2. In a summary sentence at the end
 3. Midway through the paragraph
 4. Each of the above

IN ANSWERING QUESTIONS 1-64 THROUGH 1-68, SELECT FROM COLUMN B THE SENTENCE ORDER MOST APPROPRIATE FOR THE PURPOSE IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

- | | A. PURPOSES | B. ORDER |
|-------|--|---|
| 1-64. | An explanation of title process used in cleaning a rifle | 1. Place order
2. Logical order |
| 1-65. | The presentation of facts to support a request for new equipment | 3. Chrono-logical order
4. Order of emphasis |
| 1-66. | A plea for the use of safety practices | |
| 1-67. | A description of the circumstances at the time of a collision between two Navy vessels | |
| 1-68. | A story on how to enter the all-Navy cartoon contest | |

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- 1-69. What kind of order was used in the *All Hands* reply to the letter asking about the history of the USS *Bowditch*?
1. Place order
 2. Order of emphasis
 3. Chronological order
 4. Logical order

- 1-70. In writing public affairs correspondence, you should avoid which of the following habits?
1. Impersonal passive voice
 2. Unnecessary words and details
 3. Lengthy acknowledgements
 4. All of the above

- 1-71. Before drafting correspondence for the CO'S signature, you should perform which of the following tasks?
1. Review the YN3 and YN2 training manuals for more detailed information
 2. Determine the CO'S viewpoint on the topic
 3. Conduct a detailed interview with the CO and get to know him better
 4. Call CHINFO or DINFOS for assistance

- 1-72. Where drafting a letter for the CO, you should place the recommended action to be taken in what paragraph?
1. The first
 2. The second
 3. The third
 4. The fourth

- 1-73. Which of the following functions is NOT a part of the SOPs for operating a public affairs office?
1. Reducing the number and complexity of later directives
 2. Advising or guiding new personnel in routine matters
 3. Promoting proven office practices
 4. Establishing a standard format for Navy instructions and notices

- 1-74. Whatt kind of directive would normally be used to govern the release of information about a serious accident to Navy personnel at a specific command?
1. A directive written by the CO
 2. A local SOP
 3. A special directive from the PAO
 4. A special directive from CHINFO

1-75. Under what circumstance, if any, may a public affairs plan vary from the format in Appendix I?

1. Where the purpose of the plan will be better served by the changed format
2. Where the changes are approved by CHINFO
3. When the contents of the plan are modified
4. None of the above